

# Hudson Valley Biogas Foundational Guide

Manifesto, Positioning, Strategy, Partnership Operating System  
(Website Preface)

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## Executive Summary

This document is the guiding foundation for rebuilding Hudson Valley Biogas (HVB) into an active, partner-powered initiative. It translates the initiative's research base into a clear story, a focused market position, and an operating model that produces pilots, funding applications, and community trust without requiring the founder to carry the full load.

## Context and Assets

HVB is built on two foundation research publications and an earlier pilot grant effort in Wappingers Falls, NY. These assets are proof of seriousness and provide reusable modules for future pilots.

### Foundation Research (Reuse as Proof)

- 2020 Feedstocks Assessment: establishes regional resource potential and system context.
- 2021 Circular Biogas Systems: proposes 10 siting concepts and a regional coverage strategy.

### Pilot Case Study Seed: 2021 NYS Green Innovation Grant Program (GIGP)

In August 2021, HVB assembled a multi-partner team to pursue approximately \$1.4M in NYS Green Innovation Grant Program funding for a pilot in Wappingers Falls, NY. The project was not awarded, but the process generated momentum, partner alignment, and letters of support. For future efforts, treat this as a reusable case study: it demonstrates coalition capacity and provides a template for grant packaging.

### Anchor Partner Example

SustainHV has actively referenced and supported HVB. Anchor partners like SustainHV function as distribution and trust multipliers: they help recruit working group members, host public events, and validate the initiative to local stakeholders.

## North Star: The Golden Circle (Simon Sinek)

### WHY (Belief)

The Hudson Valley can become a model region where organic “waste” is treated as a local resource that strengthens communities: cleaner waterways, healthier soils, local energy, and meaningful jobs. We believe circular systems are a practical form of civic renewal.

### HOW (Method)

We build trust-based partnerships that combine: (1) grounded systems design, (2) local leadership and environmental justice commitments, and (3) grant-ready project packaging that enables developers and municipalities to execute.

### WHAT (Work)

HVB develops and coordinates circular organics projects (anaerobic digestion and complementary systems) across the Hudson Valley, starting with pilot sites, replicable playbooks, and a growing coalition of partners.

## Manifesto

1. We are done with the linear story: extract, consume, dump, repeat.
2. We choose the regional metabolism: keep value local, keep nutrients cycling, keep communities resilient.
3. We reject greenwashing. We build measurable, verifiable systems that earn public trust.
4. We treat permitting, siting, and community benefits as core design features, not afterthoughts.
5. We prioritize environmental justice and workforce opportunity where the burdens have been greatest.
6. We move at the speed of trust, and we build trust with transparency and follow-through.
7. We do not wait for perfect conditions. We start with pilots, learn fast, and scale what works.
8. We are a coalition, not a single organization. Credit is shared; outcomes are shared; responsibilities are clear.

## Signature

This manifesto is intended to be co-signed by partner organizations as they join the initiative. A co-signed manifesto is a public commitment to shared principles and a private commitment to shared operating discipline.

## Positioning and Focus (Al Ries & Jack Trout)

Positioning is not what we say about ourselves. It is the “slot” we occupy in someone’s mind compared with alternatives. HVB must own a simple idea that fits on a bumper sticker and survives the attention span of a busy town supervisor.

### Category

We are not just “biogas.” We are a Hudson Valley circular organics infrastructure initiative.

### Focus Word

Circular (or: Organics-to-Value). Choose one word to defend relentlessly across the website, decks, and partner materials.

### Positioning Statement

For Hudson Valley municipalities and local partners who need real, fundable solutions for organics diversion and climate goals, Hudson Valley Biogas is the partner-powered initiative that turns organic waste streams into local energy and soil value through grant-ready circular project packages and trusted community partnerships.

### Message Architecture (what we repeat)

#### One Sentence

We turn Hudson Valley organic waste into local energy, soil value, and community benefits through partner-led, grant-ready pilots.

#### Three Proof Points

- Research-backed regional resource assessment and a 10-proposal siting concept portfolio.
- A demonstrated coalition-building track record (e.g., the 2021 GIGP pilot application and partner letters).
- A community-first operating model with explicit environmental justice and workforce intent.

#### Tagline Options (draft)

- Local organics. Local value.
- Waste to value, built with trust.
- Circular systems for the Hudson Valley.
- Organics-to-value, community-first.

#### Words to Avoid (for focus)

- Avoid tech-jargon-first framing (lead with outcomes, not equipment).
- Avoid broad umbrella claims (avoid 'solving sustainability').
- Avoid overpromising timelines; emphasize milestones and proof.

#### Non-Goals (What we will not be)

- A generic climate nonprofit covering every topic.
- A vendor selling a single technology regardless of context.

- A research-only platform that stops at PDFs.
- A top-down campaign that ignores local trust, justice, and governance realities.

## Applying the 22 Immutable Laws of Marketing

These laws are not physics, but they are useful guardrails. The goal is to prevent common failure modes: dilution, vague messaging, and endless pilots with no ownership.

Law	HVB Interpretation	Decision Implication
Leadership	Be first in a clear category locally: "Hudson Valley Circular Organics Projects."	Build a partner coalition with named owners and a published cadence.
Category	If you can't be first in "biogas," be first in "circular organics infrastructure coalition."	Build a partner coalition with named owners and a published cadence.
Mind	Own a simple mental picture: local organics -> local value.	Publish clear FAQs, benefits, and constraints; show proof.
Perception	Trust and story outrank technical accuracy in public adoption; design for both.	Publish clear FAQs, benefits, and constraints; show proof.
Focus	Defend one primary word (Circular / Organics-to-Value) and one flagship pilot.	Keep one flagship offer + one flagship pilot per cycle.
Exclusivity	Do not chase the same word other orgs already own; differentiate the frame.	Translate into messaging + partnership choices.
Ladder	Define who is above/beside you (compost, hauling, wastewater, climate groups) and partner instead of competing.	Translate into messaging + partnership choices.
Duality	Expect two major approaches in the region (compost vs digestion); position as complementary and integrated.	Translate into messaging + partnership choices.

Opposite	Where others say “too hard, too controversial,” HVB says “community-first, measurable, replicable.”	Translate into messaging + partnership choices.
Division	Markets split: climate, waste, energy, agriculture. Build entry points for each, but keep one unifying story.	Translate into messaging + partnership choices.
Perspective	Short term: pilots. Long term: regional coverage and replicable playbooks.	Translate into messaging + partnership choices.
Line Extension	Avoid brand-stretching into unrelated projects. Keep the core tight.	Keep one flagship offer + one flagship pilot per cycle.
Sacrifice	Say no often. Choose one primary buyer and one flagship initiative per cycle.	Keep one flagship offer + one flagship pilot per cycle.
Attributes	Own a key attribute: “grant-ready” or “community-trust-first.”	Translate into messaging + partnership choices.
Candor	Acknowledge limitations upfront (siting concerns, odors, trucking) and show mitigations.	Publish clear FAQs, benefits, and constraints; show proof.
Singularity	One bold message beats ten clever ones.	Keep one flagship offer + one flagship pilot per cycle.
Unpredictability	Assume policy and markets shift; build adaptive partnerships.	Translate into messaging + partnership choices.
Success	Success breeds dilution. Protect focus after early wins.	Translate into messaging + partnership choices.

Failure	Kill weak pilots fast; document lessons; move on without shame.	Translate into messaging + partnership choices.
Hype	Prefer earned media and measured proof over hype.	Translate into messaging + partnership choices.
Acceleration	Ride existing tailwinds: NY organics law, climate plans, watershed protection.	Translate into messaging + partnership choices.
Resources	Ideas without resources are theater. Build a partner resourcing plan early.	Build a partner coalition with named owners and a published cadence.



## Strategy: The Next Five Moves (Patrick Bet-David)

This is a five-move roadmap designed for an initiative that must run on partnerships. Each move has a concrete output and a clear owner type.

### Move 1: Choose the Beachhead

Select one pilot geography and one primary buyer profile for the next 6-9 months. Publish a one-page rationale (why here, why now).

### Move 2: Productize the Work

Create a repeatable “Grant-Ready Circular Project Package” with templates, timelines, and roles. This is your core advisory product.

### Move 3: Build the Coalition OS

Recruit a minimum viable coalition (convener, developer/engineer, municipal sponsor, feedstock anchor, grant lead). Establish weekly cadence.

### Move 4: Ship Proof

Deliver two public artifacts: (1) pilot concept + benefits map, (2) partner roster + letters pipeline. Proof raises trust and unlocks funding.

### Move 5: Scale via Replication

Turn the pilot into a playbook: what worked, what failed, reusable modules, and a scoring rubric to select the next site.

## Business Strategy: Offers and Value (Alex Hormozi)

HVB is not a typical startup, but it still needs an offer architecture. Clear offers create clarity for partners, funders, and municipalities.

### Core Offer: Grant-Ready Circular Project Package

#### Outcome

A fundable pilot concept with the coalition, documents, and narrative required to submit a credible grant application.

#### Scope (typical 8-10 weeks)

- Feedstock and site fit snapshot (what comes in, what leaves, what constraints matter).
- Concept system design narrative (enough to scope engineering and vendor inputs).
- Stakeholder map and partnership plan (who must say yes, and in what order).
- Grant narrative pack: problem, solution, benefits, community commitments, replicability.
- Community-facing one-pager + FAQ to build trust early.

### Pricing logic (guidance)

Use a fixed fee for the package (clarity), plus a success fee or bonus scope option tied to submission or award milestones (alignment). Offer discounted rates to coalition partners who contribute in-kind capacity (trust-building and shared ownership).

### Secondary Offers

- Partner Workshop (90 minutes): “Circular Organics 101 + Pilot Fit Discussion” (lead generator for coalitions).
- Municipal Briefing Pack: tailored slide deck + policy/benefits memo for town boards and county staff.
- Developer Due Diligence Sprint: stakeholder and permitting risk map + feedstock contracting plan.

## Tribe Design (Seth Godin)

A tribe forms when people share a story, a language, and rituals. HVB’s tribe is not “everyone who likes climate.” It is a minimal viable audience that wants to build tangible circular infrastructure in the Hudson Valley.

### Minimal Viable Audience

- Local conveners who can host meetings and build trust (e.g., sustainability alliances, watershed orgs).
- Municipal champions who can sponsor feasibility work and site conversations.
- Project developers and engineers who can move from concept to permitting to construction.
- Anchor generators and haulers who can enable reliable feedstock supply.

### Rituals and Signals

- Monthly “Circular Systems Night” (public) with one concrete pilot update and one guest partner.
- Quarterly “Pilot Pipeline Review” (partner-only) with clear go/no-go decisions.
- A shared manifesto and a shared vocabulary: organics-to-value, community-first, grant-ready, replicable.

## Direct Marketing Engine (Dan Kennedy)

Direct marketing is measurable and action-oriented. HVB must build a list and convert attention into participation.

### Core Channels

- Email list (primary asset): newsletter + calls to action.
- Partner distribution: toolkits that SustainHV and others can share (one-pagers, sign-up links).
- Local earned media: short case-based stories tied to real pilots.
- Events: webinars, town-hall briefings, site tours (once pilots exist).

### Lead Magnet Ideas

- “Hudson Valley Organics-to-Value Playbook (Starter Kit)” (PDF).
- “Organics Law Compliance Checklist for Municipalities and Large Generators.”

- “Pilot Scorecard: Is your town a fit for a circular organics project?”

## Longevity and Discipline (Jim Collins)

Great initiatives avoid burnout and drift. HVB must preserve the core while stimulating progress.

## BHAG (Big Hairy Audacious Goal)

By 2035, enable a network of circular organics hubs across the Hudson Valley that diverts a meaningful share of organics from disposal, produces local energy and soil products, and demonstrates measurable community benefits.

## The Flywheel

- Publish clear positioning ->
- Recruit partners ->
- Package grant-ready pilots ->
- Win funding / secure development ->
- Deliver one visible success ->
- Earn trust and demand ->
- Repeat with a refined playbook.

## Mindset and Alignment Practices (Joe Dispenza-inspired)

HVB's work is high-friction: politics, infrastructure, public trust, and long timelines. A shared mental model and emotional resilience matter. Use simple practices to align the team and sustain momentum. Treat these as leadership tools, not as medical or scientific claims.

## Weekly Practice (15 minutes)

- Visualize the next concrete milestone (e.g., coalition formed, grant submitted, pilot approved).
- Name the emotion you want to lead with (calm, courage, service, curiosity).
- Write one commitment: what you will do this week to make the milestone real.

# Partnership Operating System

## Roles (Minimum Viable Coalition)

Role	Primary Responsibilities
Convener	Trust, community outreach, meeting hosting, public narrative.
Municipal Sponsor	Site access, public process, procurement alignment, legitimacy.
Developer / Engineer	Concept-to-permit path, technical diligence, cost realism.
Feedstock Anchor	Volume commitments, contracting pathway, logistics.
Grant Lead	Funding calendar, application management, compliance documentation.
HVB Advisor	Strategy, positioning, orchestration, templates, quality control.

## Cadence

- Weekly 30-minute coalition standup (strict agenda: blockers, next deliverables, owners).
- Monthly public update (one pilot story, one partner spotlight, one next-step ask).
- Quarterly go/no-go review (pilot scorecard, funding path, community readiness).

## Decision Rules

- No pilot without a named municipal sponsor and a developer/engineer lead.
- No grant submission without a community-facing FAQ and benefits summary.
- No expansion into new categories that dilute the focus word.

## Metrics (simple, non-vanity)

- Partners onboarded (by lane) and active participation rate.
- Pilot pipeline stage count: scoped, coalition formed, grant submitted, funded, built.
- Time-to-artifact: days to produce a concept one-pager after coalition kickoff.
- Newsletter list growth and response rate (engagement, not clicks).

## Website Build Implications

The website is a conversion engine, not a brochure. Build it around actions and pathways.

### Primary Pages

- Start Here (60-second story + why it matters in the Hudson Valley).
- Active Pilots (status dashboard + updates).
- Partner With Us (role-based intake forms).
- For Municipalities (grant-ready package + what you provide).
- For Developers (pipeline + risk reduction + how to engage).
- Research Library (your PDFs, properly summarized).

### Primary Calls to Action

- Join the newsletter.
- Become a partner (choose your lane).
- Propose a pilot site or feedstock source.
- Request a municipal briefing.

## Appendix A: Pilot Scorecard (Template)

Score each from 1 (weak) to 5 (strong). Prioritize pilots that are strong on trust and ownership, not just feedstock.

- Municipal sponsor identified and engaged
- Site feasibility (zoning, access, neighbors, buffers)
- Anchor feedstock volumes and contracting pathway
- Community trust readiness (local conveners, EJ considerations)
- Developer/engineer lead available
- Grid / offtake feasibility (or thermal use case)
- Funding path clarity (grants matched to scope and timeline)

## Appendix B: Partner Intake Questions (Template)

- Which lane best describes you (convener, municipality, developer/engineer, feedstock, finance, other)?
- What problem are you trying to solve (compliance, costs, climate goals, jobs, restoration)?
- What assets can you bring (site, data, relationships, technical capacity, funding expertise)?
- What would make this partnership a success in 6 months?
- Any constraints or sensitivities we should know (community concerns, political timelines, permitting risks)?

## Appendix C: Letter of Support Outline (Template)

- Who you are and your role in the Hudson Valley
- Why the pilot matters (local problem + local benefit)
- What support you will provide (specific and credible)
- Commitment to equity / community benefit (if applicable)
- Contact info and willingness to participate in coalition cadence